



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of Greater Charlotte Safety Around Water 2018 Funding, Support & Volunteer Opportunities

SAFETY AROUND WATER

Safety Around Water is the Y's on-site water safety program that engages low-income youth living in local apartment communities where pools are often without lifeguards. The 8-session course, taught by certified YMCA swim instructors and lifeguards, teaches children basic water safety and swimming skills that reduce their risk of drowning and give them confidence in and around water.

THE NEED

Drowning is the second-leading cause of accidental death for children ages 1 to 14, claiming the lives of three children every day. At the Y, we believe a child's safety in and around water should never be left to chance. Taking part in formal water safety classes reduces the risk of drowning among children.



However, many kids lack basic swimming skills and are often left unsupervised in apartment complexes around swimming pools. Research finds two primary factors for children not learning to swim: the parent's ability and attitude toward swimming and the socio-economic conditions of the child's community.



PROGRAM GROWTH



- Expanded family engagement opportunities:
- Healthy Eating Habits
 - Sports Clinics
 - Y Readers Literacy Program
 - YMCA Membership

2017 SAFETY AROUND WATER



APARTMENT COMMUNITIES

LEXINGTON GREEN
636 Archdale Dr
Charlotte, NC 28217

MISTY WOODS
4630 Central Ave
Charlotte, NC 28205

VISTA VILLA
6309 Montego Dr
Charlotte, NC 28215

BROOK VALLEY
640 DeAnna Ln
Charlotte, NC 28217

LANSDALE CROSSING
4610 Central Ave
Charlotte, NC 28205

EAST LAKE
7422 Pebblestone Dr
Charlotte, NC 28212

ORCHARD TRACE
325 Orchard Trace Ln
Charlotte, NC 28213

EMERALD BAY
5029 Cherrycrest Ln
Charlotte, NC 28217

HIGHLAND TRACE
1131 Glendiddich Dr
Charlotte, NC 28215

OAKHILL
831 Beaty St
Davidson, NC 28036

RENAISSANCE WEST
3610 Nobles Ave
Charlotte, NC 28208

CENTRAL POINTE
4933 Central Ave
Charlotte, NC 28205

GREENBRYRE
3541 Spanish Quarter
Charlotte, NC 28205

WOODBIDGE
6619 Yateswood Dr
Charlotte, NC 28212

**CASCADES AT
NORTHLAKE**
8700 Long Creek Club Dr
Charlotte, NC 28216

PARKHAVEN
5821 Reddman Rd
Charlotte, NC 28212

WELLINGTON FARMS
4700 Twisted Oaks Rd
Charlotte, NC 28212

ANSON AT THE LAKES
8000 Waterford Lakes Dr
Charlotte, NC 28210

HIGHLANDS
639 Archdale Dr
Charlotte, NC 28217

SHARON PINES
7000 Barrington Dr
Charlotte, NC 28215

SHARON LAKES
8301 Sharon Lakes Rd
Charlotte, NC 28210

WOODFIELD GARDENS
7113 Village Green Dr
Charlotte, NC 28215

WINDGATE PLACE
220 Branchview Dr
Charlotte, NC 28217

FOUR SEASONS
5050 Farm Pond Ln
Charlotte, NC 28212

OAK PARK
103 Dinadan Dr
Charlotte, NC 28217



STORIES OF IMPACT

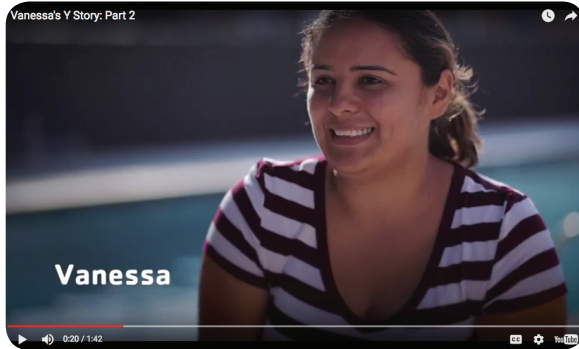
“Because of a near drowning experience when she was younger, my daughter used to be really afraid of the water. The Y’s Safety Around Water program has changed that. She’s not afraid anymore and loves running and jumping into the pool. Learning to face her fears has also really helped her in other aspects of her life. I’m so grateful that the Y brought this program outside of its four walls and into our community.” – Vanessa



Watch more of Vanessa’s story from when we [first met her](#)



and where she and her family [are today.](#)



SAFETY AROUND WATER TEACHES CHILDREN HOW TO:

- Climb out of the pool independently**
- Swim on stomach at least 6.5 feet**
- Jump in deep water and return to the wall**
- Float on back**
- Roll in water**
- Help another person**

At the beginning and end of the program, participants completed pre and post assessments.

98%



improved or maintained their swimming skills.

FUNDING & SUPPORT

Safety Around Water is free for participants. The \$4,200 cost per apartment community is fully funded by individual gifts, corporate donations and grants. When you fund a YMCA Safety Around Water site, you partner with us to prevent youth drowning in our community. Every dollar donated stays local and helps us provide a high impact program that saves lives.

Individual Giving - \$4,200

- Fund a Safety Around Water apartment community site for two weeks

Additional giving opportunities include:

- \$100 covers the cost of food for healthy eating education during a two-week session
- \$400 funds 20 life jackets for kids to practice new skills without fear
- \$2,200 provides a fully stocked emergency equipment bag to ensure swimmer safety

Corporate Funding - \$5,000

- Fund a Safety Around Water apartment community site for two weeks
- Receive corporate funder recognition, including:
 - YTV (digital signage) recognition at partner YMCA branch (30 days)
 - Recognition on Safety Around Water funders webpage (1 year)
 - Recognition on YMCA social media channels
 - Recognition on banner displayed at apartment community pool (subject to approval of community management)

Swimsuit & Towel Donations

Many of the kids who participate in Safety Around Water have never been in a swimming pool and do not own swimsuits or beach towels. They arrive the first day of the program wearing jean shorts and don't have anything to dry off with when they get out of the pool. Donations of swimsuits and towels give kids the confidence and proper swimwear they need to focus on learning life-saving skills.

Visit ymcacharlotte.org/saw for more information on donating new or gently used swimsuits for ages 3 – 14 years.



VOLUNTEER OPPORTUNITIES

At the Y, we believe that when people come together for a common cause, the whole community is strengthened. When you volunteer with Safety Around Water, you have the opportunity to share your time with kids who need it most. Volunteer opportunities include:

- Assist YMCA Swim Instructors: Hop in the water with our certified swim instructors and help teach kids to swim by supporting the instructor as a teaching aid.
- Bring Snacks: Learning basic water safety skills is hard work, and many kids are hungry when they finish their session. Bring a nourishing snack to share with the kids.
- Distribute Marketing Materials: It is critical that we get the word out to families in each of the apartment communities we serve. Throughout the summer we distribute flyers and door hangers at the various sites. It is a great way to get your steps in for the day and get to know the families.



For more information or to fund a YMCA Safety Around Water site, please contact:

Ame Guy, Association Aquatics Director
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